

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently amended) A computer implemented method in an Dutch auction between a plurality of potential bidders, comprising:

generating a sequence of price values for a buyer comparative bid parameter;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

~~that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;~~

~~selecting a price value in said sequence of price values;~~

prior to displaying a price to for at least a first potential bidder, transforming, using a characteristic associated with a quality of an auction item, said ~~selected price~~ first value into a first bidder comparative bid parameter value;

~~that is used to creat[[e]]ing a second first bidder view of the ~~Dutch~~ auction, for said first potential bidder, that includes the first bidder comparative bid parameter value; [[and]]~~

prior to displaying a price to for at least a second potential bidder, transforming said ~~selected price~~ first value into a second bidder comparative bid parameter value;

~~that is used to creat[[e]]ing a third second bidder view of the ~~Dutch~~ auction, for said second potential bidder, that includes the second bidder comparative bid parameter value wherein the second view and third view are different.~~

2. (Currently amended) The method of claim 1, wherein generating a sequence of price values comprises predefining a series of price increments or decrements.

3. (Currently amended) The method of claim 2, wherein generating a sequence of price values further comprises changing said predefined series of price increments or decrements in real-time during the ~~Dutch~~ auction.

4. (Previously Presented) The method of claim 1, wherein transforming comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

5. (Previously Presented) The method of claim 1, wherein transforming comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

6. (Currently amended) A machine readable medium having stored thereon executable code which causes a machine to perform a method to conduct an Dutch auction between a plurality of bidders, said method comprising:

generating a sequence of ~~price~~ values for a buyer comparative bid parameter;

creating a buyer view of the auction that includes a first value included in the sequence of generated values;

~~that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;~~

~~selecting a price value in said sequence of price values;~~

prior to displaying a price to a first potential bidder, transforming, using a characteristic associated with a quality of an auction item, said ~~selected price~~ first value into a first bidder comparative bid parameter value;

~~that is used to creat[[e]]ing a second first bidder view of the ~~Dutch~~ auction, for a first potential bidder, that includes the first bidder comparative bid parameter value; [[and]]~~

prior to displaying a price to a second potential bidder, transforming said ~~selected price~~ first value into a second bidder comparative bid parameter value;

~~that is used to creat[[e]]ing a third second bidder view of the ~~Dutch~~ auction, for [[a]] said second potential bidder, that includes the second bidder comparative bid parameter value wherein the second view and third are different;.~~

7. (Currently amended) The medium of claim 6, wherein ~~said method further~~ generating a sequence of values comprises predefining a series of price increments or decrements.

8. (Currently amended) The medium of claim 7, wherein generating a sequence of values ~~said method~~ further comprises changing said predefined series of price increments or decrements in real-time during the Dutch auction.

9. (Currently amended) The medium of claim 6, wherein ~~said method further~~ transforming comprises performing one of a linear transformation, non-linear transformation, and lookup table transformation.

10. (Currently amended) The medium of claim 6, wherein ~~said method further~~ transforming comprises performing a combination of linear, non-linear, and lookup table transformations simultaneously.

11-15. (Cancelled)

16. (Currently amended) A system for conducting an Dutch auction between a plurality of bidders, comprising:

a processor; and

a memory coupled with the processor, wherein the memory is configured to provide the processor with instructions which when executed cause the processor to:

generate a sequence of ~~price~~ values for a buyer comparative bid parameter;

create a buyer view of the auction that includes a first value included in the sequence of generated values;

~~that is used by an originator of the auction, said sequence of price values being used to create a first view of the Dutch auction for the originator of the auction;~~

~~select a price value in said sequence of values;~~

prior to displaying a price to a first potential bidder, transform, using a characteristic associated with a quality of an auction item, said selected-price first value into a first bidder comparative bid parameter value;

~~that is used to create a second first bidder view of the Dutch auction, for a first potential bidder, that includes the first bidder comparative bid parameter value; [[and]]~~

prior to displaying a price to a second potential bidder, transform said selected price first value into a second bidder comparative bid parameter value;

~~that is used to create a third second bidder view of the Dutch auction, for [[a]] said second potential bidder, that includes the second bidder comparative bid parameter value wherein the second view and third view are different.~~

17. (Currently amended) The system of claim 16, wherein generating a sequence of values includes predefining a series of price increments or decrements.

18. (Currently amended) The system of claim 17, wherein generating a sequence of values includes changing said predefined series of price increments or decrements in real-time during the ~~Dutch~~ auction.

19. (Previously presented) The system of claim 16, wherein transforming includes performing one of a linear transformation, non-linear transformation, and lookup table transformation.

20. (Previously presented) The system of claim 16, wherein transforming includes performing a combination of linear, non-linear, and lookup table transformations simultaneously.

21-46. (Cancelled)